operations performed in Figure 11 in the seventh embodiment.

Referring to Figure 13, steps S13-2 to S13-12 correspond to steps S11-2 to S11-12, and accordingly, will not be described again here.

However, in the eighth embodiment, the processing operations performed in the seventh embodiment at steps S11-14, S11-16, S11-20 and S11-22 are omitted. Instead, at step S13-14, processing apparatus 6 makes the 3D data file defining the 3D computer model generated at step S4-38 and the image data of the input image selected at step S13-12 available for access by the third-party apparatus (this processing corresponding to the processing at step S11-18 in the seventh embodiment).

Consequently, in the eighth embodiment, processing apparatus 6 selects the input image received from processing apparatus 2, 4 which is most front-facing to the front marker 170 and the selected input image is the image which is displayed first at a third-party apparatus. Thus, in the eighth embodiment, the first image displayed at the third-party apparatus is always an image received from customer processing apparatus 2,

4 and not an image generated by rendering the 3D computer model of the subject object.

Ninth Embodiment

A ninth embodiment of the present invention will now be described.

The components of the ninth embodiment and the processing operations performed by the components are the same as those in any of the first to sixth embodiments described above, with the exception that some of the processing previously performed in processing apparatus 6 is performed in the third-party apparatus accessing the 3D computer model instead.

More particularly, in the ninth embodiment, processing apparatus 6 performs the processing at step S4-38 to generate the data defining the 3D computer model of the subject object relative to the stored calibration pattern, but does not generate the 3D computer model relative to a default viewing camera (as in the second, fourth and sixth embodiments) and does not generate data defining a viewing camera for the 3D computer model (as in the processing at step S4-40 in the first, third and

fifth embodiments).

Instead, in the ninth embodiment, when the third-party apparatus requests access to the 3D computer model, processing apparatus 6 transmits data to the third-party apparatus defining the 3D computer model together with data defining the direction of the front marker 170 relative to the 3D computer model.

Upon receipt of the data from the customer processing apparatus 6, the third-party apparatus generates data defining a viewing camera for the 3D computer model in dependence upon the front marker 170 using processing corresponding to that in the first, third or fifth embodiments above. Alternatively, upon receipt of the data from the processing apparatus 6, the third-party apparatus positions the 3D computer model relative to a default viewing camera in dependence upon the front marker 170, using processing corresponding to that in the second, fourth or sixth embodiments described above.

The third-party apparatus then generates the first image of the 3D computer model using the defined viewing camera or the default viewing camera, as appropriate.